

TMC Group



# CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

December 2022 Edition

**FREE VERSION**



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**FREE VERSION CONTENT** **PREMIUM VERSION ADDITIONAL CONTENT**

# PRESENTED BY



## Foreword

It's been more than two years since the outbreak of the COVID pandemic in March 2020, which was also the time when TMO launched the first edition of the China Cross-Border Health Supplements Data Pack. As a consequence of the pandemic, the consumption of health products has seen a large upswing.

Products that can enhance immunity, replenish physical strength are no longer popular just among the older generation, the younger generation are also flocking to them in their droves. The products with beautifying effects are popular among them.

As these consumer behaviors have become more popular, we have observed changes in the structure of product data from Taobao's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket). If previously classification was ingredient-based (such as Vitamin A,B,C), it has now shifted to a consumer-centered one, reflecting usage scenarios. For example, Vitamin C is now classified as Immunity Boosting Supplements, and Vitamin K is classified as a supplement for bone and joint health.

We believe these changes come from platforms' pursuit to improve user experience, cater to customers' needs. On a platform like Tmall, users mainly rely on website search to find the products. As most of the ingredients are names of specific medical substances and elements - ordinary users are not likely to remember or use them. Conversely, organizing a catalogue based on users' needs can trigger deeper and more meaningful interaction with the website, increasing the chance of successful purchase and future repurchase.

Going from 2021 October's data pack, we've adopted a similar approach to analyze the health supplements data. We are sure it will eventually lead to a more profound understanding of the market, its trends and customers' behavior and purchasing habits.

Note:

This report was produced wholly by TMO Group, based on desktop research, interviews with industry figures, market research, expert analysis, and other methods by a team of eCommerce experts at TMO Group. This report is only to be used as a reference by relevant readers, and TMO Group does not assume any substantial legal responsibility for the precise reliability of the data reproduced or opinions expressed herein.

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This report focuses on the online market, with the goal of helping eCommerce companies that wish to enter China's cross-border health supplement market or overseas healthcare companies that have already begun eCommerce activities in China but wish to gain further insights on the industry, including sales patterns and growth in the domestic market, new consumption trends, and changes in consumer demand. This report touches on the competitiveness of different brands, product types, and products that contain certain ingredients, to further facilitate this.

Alibaba platforms such as Taobao were used as the data focus when researching this report. Sales data from Tmall, Taobao, Tmall Supermarket, and Tmall Global was extracted and referenced here. The data comes from Alibaba's "Food -> Health Food -> Overseas Health Supplements" subcategory in particular. This data was examined from multiple angles, including market size, best-selling individual products, fastest-growing individual products, product characteristics, top-ranking brands, and consumer search trends.

If you have more specific data research or information requirements, please reach out and [Contact Us](#).

# TMO's Monthly Health Supplements Data Pack Series

Starting in March 2020, each month TMO compiles data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Health Supplements both domestically and across borders. This data is presented in a form that's easier for English-speaking overseas companies and individuals to approach, with an array of charts and tables as well as translated terms.

To download previous months' data packs of 2022, click on the relevant month below. For 2021 data packs, visit our data pack download page at <https://www.tmogroup.asia/downloads/category/data-pack/>

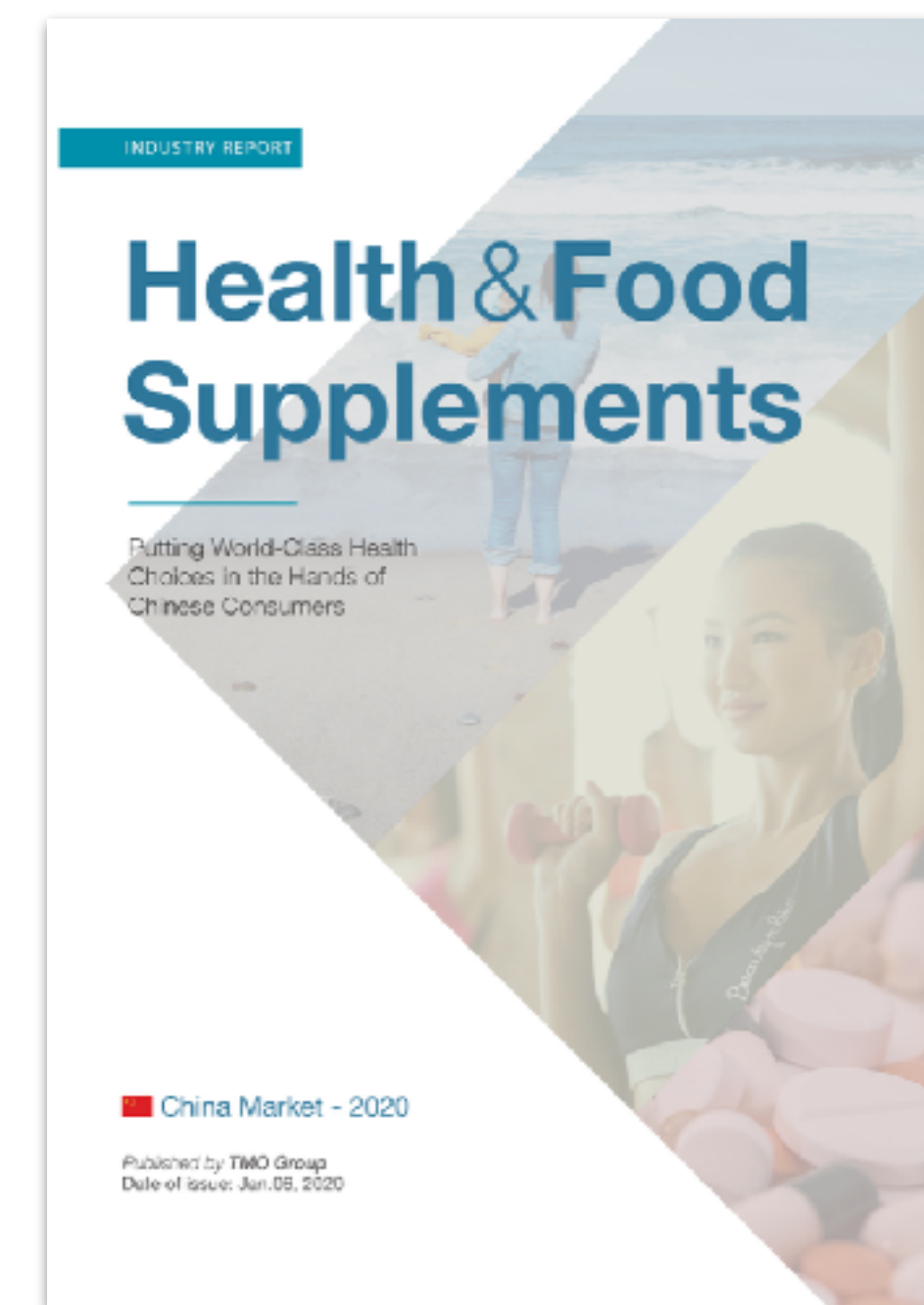
Mar.   Apr.   May.   Jun.   Jul.   Aug.   Sep.   Oct.   Nov.



2022



## Also by TMO Group:



### TMO's 2022 Health & Food Supplements Industry Report

This free, in-depth industry report covers all the major bases for overseas companies looking to sell health and food supplements (such as vitamin tablets, diet pills, or protein powders) to China, an exciting market for these types of products.

For more TMO guides and reports, visit <https://www.tmogroup.asia/resources/>

# OVERSEAS FOOD & SUPPLEMENT MARKET

2022.12

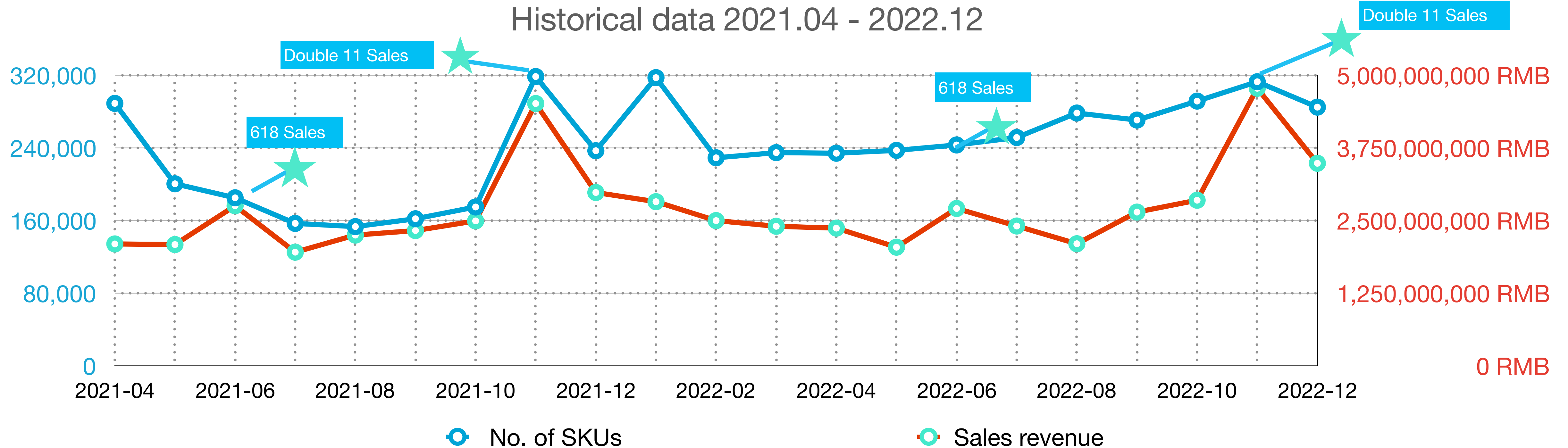
Sales revenue: 3,487,919,211 RMB

Sales volume: 9,907,773

Stores: 14,513

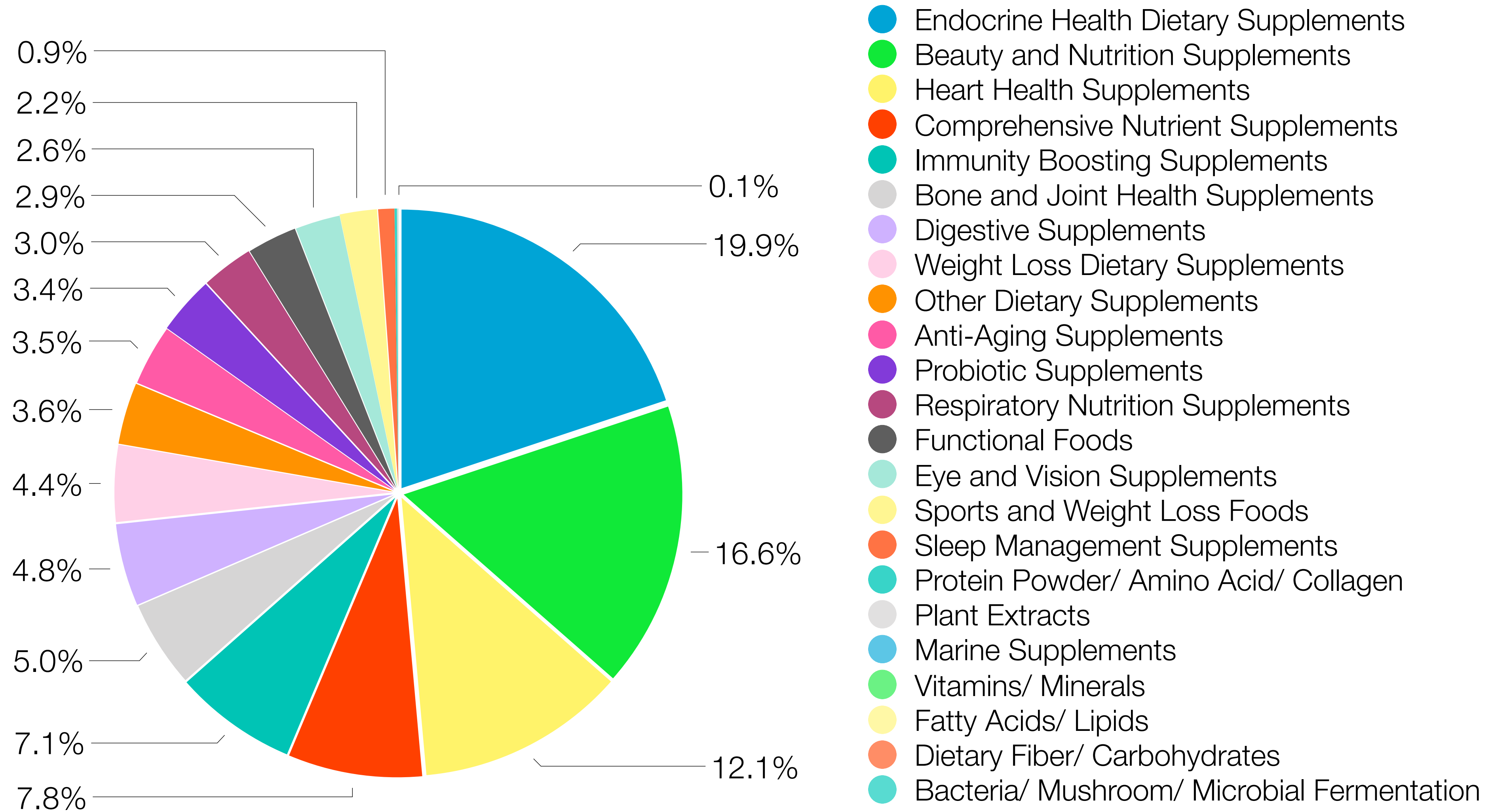
SKUs online: 285,063

SKU Avg. price: 352.04 RMB



\*Data was collected at beginning of January 2023, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

# SUB-CATEGORY MARKET SHARE



# TOP 5 BEST-SELLING PRODUCTS



## NO. 1

【自营】Swisse斯维诗娘娘钙VD柠檬酸钙孕妇钙片150片成人维生素

Product: Calcium

Brand: Swisse

Original price: 174 RMB

Price: 174.33 RMB

Sales revenue: 10,434,696 RMB

Sales volume: 59,856

## NO. 2

澳洲Cenovis萃益维无糖维生素c成人儿童维c咀嚼片vc进口维他命c

Product: Vitamin C

Brand: Cenovis

Original price: 149 RMB

Price: 121.84 RMB

Sales revenue: 5,813,108 RMB

Sales volume: 47,711

## NO. 4

海外进口秘增强脑力新科技秘DHA学生记忆力儿童青少年高中生

Product: Fish oil/deep sea fish oil

Brand: Reaps

Original price: 597 RMB

Price: 596.81 RMB

Sales revenue: 18,419,347 RMB

Sales volume: 30,863

## NO. 5

美国品牌补充脑力增强DHA学生记忆力儿童青少年成人高中生胶囊素

Product: Fish oil/deep sea fish oil

Brand: Allnature

Original price: 589 RMB

Price: 589.01 RMB

Sales revenue: 18,176,260 RMB

Sales volume: 30,859

## NO. 5

美国进口增强DHA学生记忆力儿童青少年成人高中生补充脑力素胶囊

Product: Fish oil/deep sea fish oil

Brand: FOLOTTO

Original price: 559 RMB

Price: 558.5 RMB

Sales revenue: 16,966,113 RMB

Sales volume: 30,378

# TOP 5 BEST-SELLING PRODUCTS



## NO. 1

美国进口美白丸美白内服片饮口全身  
肤色提亮去黄胶原蛋白官网正品

Product: Beauty Supplement

Brand: Ogerli

Original price: 1,004 RMB

Price: 1,004.49 RMB

Sales revenue: 20,855,221RMB

Sales volume: 20,762

## NO. 2

reaps地龙蛋白平衡指数分解酶保护  
心血管复合片

Product: Blood sugar condition

Brand: Reaps

Original price: 3,233 RMB

Price: 3,232.8 RMB

Sales revenue: 19,396,800 RMB

Sales volume: 6,000

## NO. 3

[买3送1] 美国进口苦瓜素血糖葡萄糖  
分解酶 饮食自由

Product: Blood sugar condition

Brand: Reaps

Original price: 2,380 RMB

Price: 1,704.01 RMB

Sales revenue: 18,883,838 RMB

Sales volume: 11,082

## NO. 4

海外进口<sup>秘</sup>增强脑力新科技<sup>秘</sup>DHA  
学生记忆力儿童青少年高中生

Product: Fish oil/deep sea fish oil

Brand: Reaps

Original price: 597 RMB

Price: 596.81 RMB

Sales revenue: 18,419,347 RMB

Sales volume: 30,863

## NO. 5

美国品牌补充脑力增强DHA学生记  
忆力儿童青少年成人高中生胶囊素

Product: Fish oil/deep sea fish oil

Brand: Allnature

Original price: 589 RMB

Price: 589.01 RMB

Sales revenue: 18,176,260 RMB

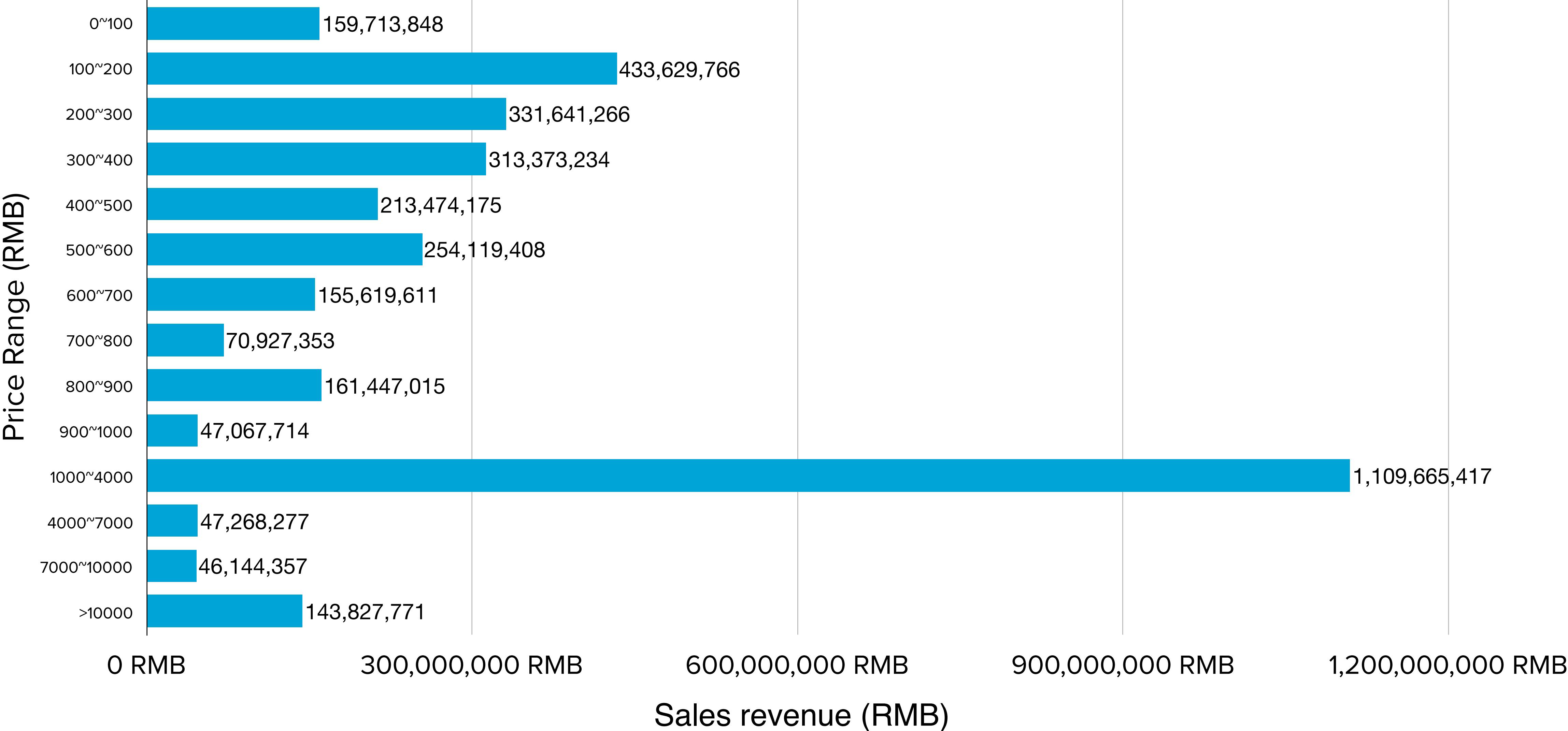
Sales volume: 30,859



# BEST-SELLING PRODUCTS (#6-15)

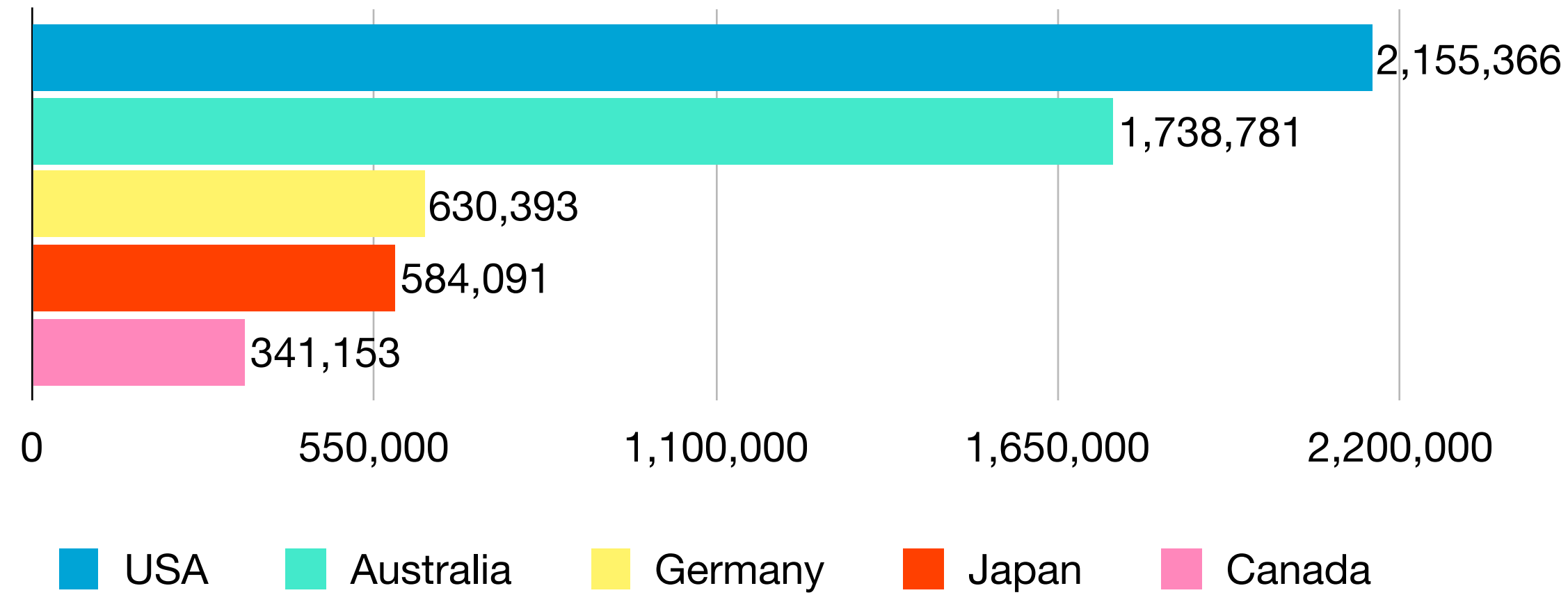
NO	PRODUCT TITLE	LINK	BRAND	ORIGINAL PRICE	PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	【买4送2】美国高端品牌JEMILLO黑樱桃西芹菜籽植物精华素复合片	<a href="https://item.taobao.com/item.htm?id=679571433394">https://item.taobao.com/item.htm?id=679571433394</a>	SWANSON	846	846.00	20,070	16,979,220
7	美国进口增强DHA学生记忆力儿童青少年成人高中生补充脑力素胶囊	<a href="https://item.taobao.com/item.htm?id=691811824473">https://item.taobao.com/item.htm?id=691811824473</a>	FOLOTTO	559	558.50	30,378	16,966,113
8	【买3送1】美国原装进口榭皮素琵琶罗汉果复合片提取肺畅快呼吸	<a href="https://item.taobao.com/item.htm?id=687669385470">https://item.taobao.com/item.htm?id=687669385470</a>	BOOMHUE	1,591	1,590.58	10,114	16,087,126
9	【买4送2】皂苷血糖胶囊五层龙天然铬元素α-硫辛酸纳豆	<a href="https://item.taobao.com/item.htm?id=675108653382">https://item.taobao.com/item.htm?id=675108653382</a>	Funrich	2,160	2,159.97	7,060	15,249,388
10	进口碳水脂肪非白芸豆全阻断剂苦瓜素控糖抗糖植精华餐前阻断吸收	<a href="https://item.taobao.com/item.htm?id=678713746394">https://item.taobao.com/item.htm?id=678713746394</a>	vitahealth	2,810	2,810.12	5,113	14,368,144
11	美国原装进口爱司盟增强型NMN12000β烟酰胺单核苷酸NAD+补充片剂	<a href="https://item.taobao.com/item.htm?id=651431445659">https://item.taobao.com/item.htm?id=651431445659</a>	Esmond Natural	14,036	14,035.75	1,021	14,330,501
12	稀有SOD苹果细胞小分子精华 女性高端滋补保养年轻态 美国进口	<a href="https://item.taobao.com/item.htm?id=688308180894">https://item.taobao.com/item.htm?id=688308180894</a>	litozin	14,203	14,202.83	989	14,046,599
13	【买4送3】进口FUNRICH南极磷虾油天然胰岛素控指稳定告别糖友圈	<a href="https://item.taobao.com/item.htm?id=680761805263">https://item.taobao.com/item.htm?id=680761805263</a>	Funrich	2,268	2,268.35	6,105	13,848,277
14	【买六送四】美国进口纷立奇紫苏籽榭皮素肺康片每天2粒呼吸畅快	<a href="https://item.taobao.com/item.htm?id=687395908734">https://item.taobao.com/item.htm?id=687395908734</a>	Funrich	1,621	1,620.74	8,013	12,986,990
15	日本高端进口 naxty稀有樱花驻颜营养片 密码年轻态小分子填充	<a href="https://item.taobao.com/item.htm?id=679198509371">https://item.taobao.com/item.htm?id=679198509371</a>	SOHOLY	9,363	9,362.63	1,379	12,911,067

# PRODUCT PRICE RANGE

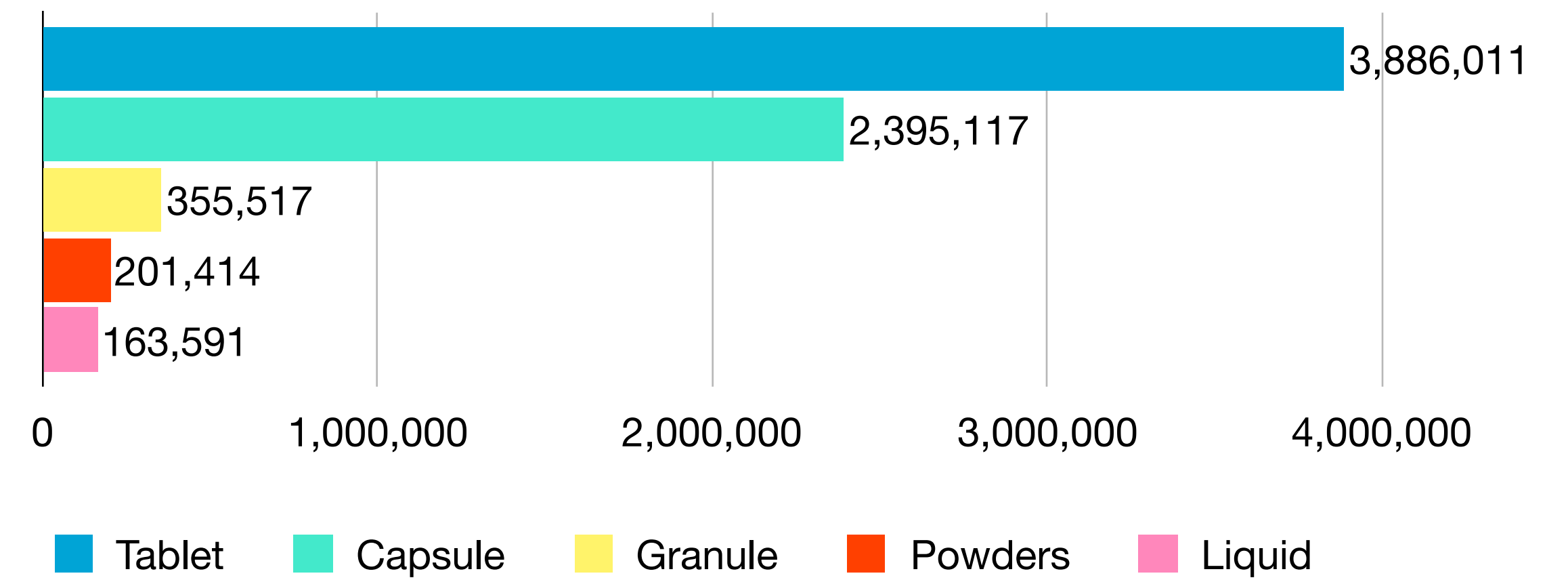


# POPULAR PRODUCT CHARACTERISTICS

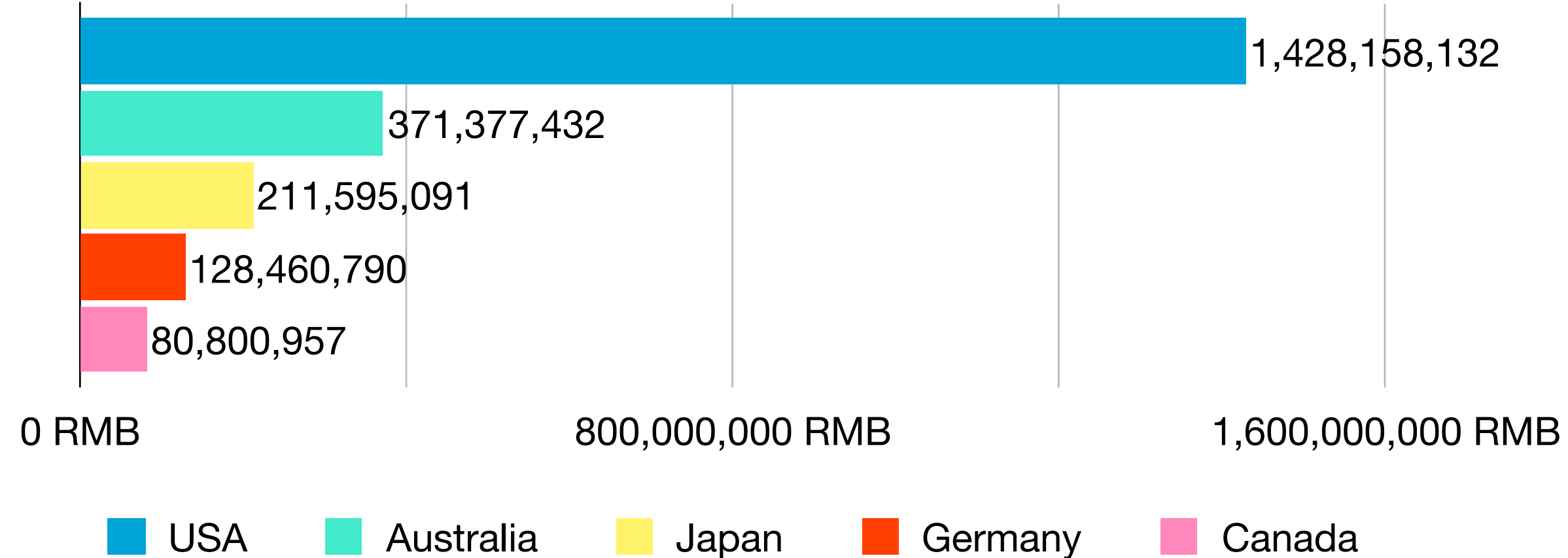
## Monthly Sales Volume by Country of Origin



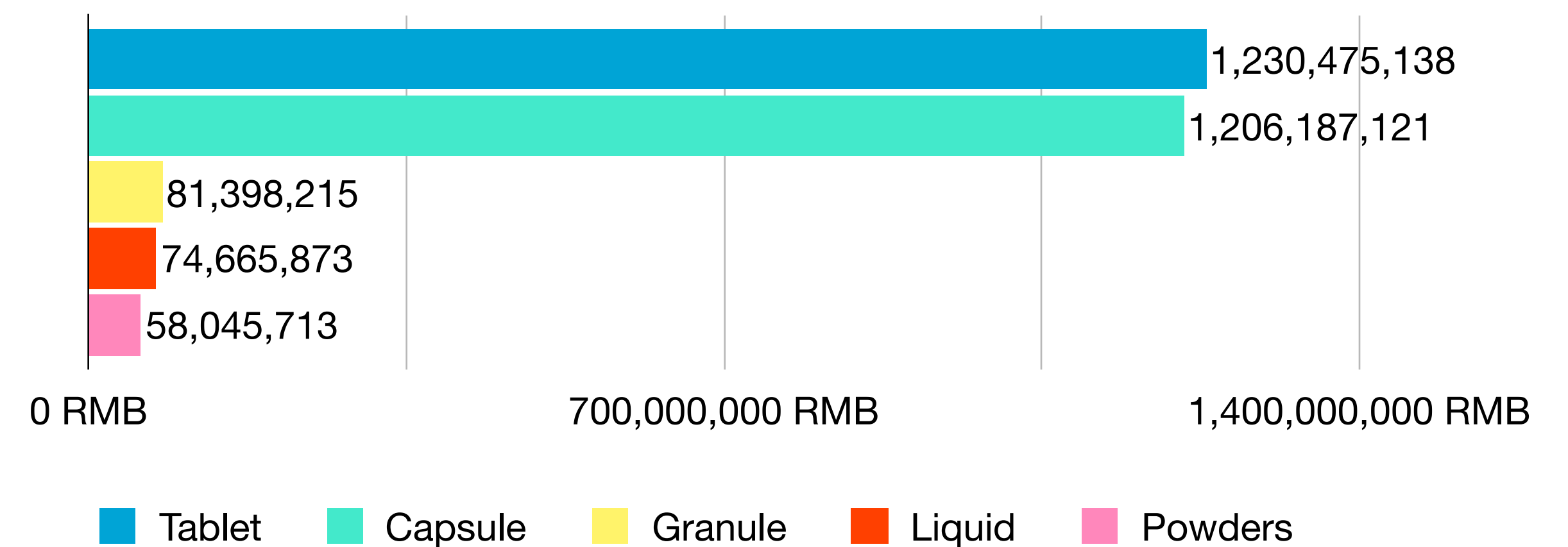
## Monthly Sales Volume by Product Form



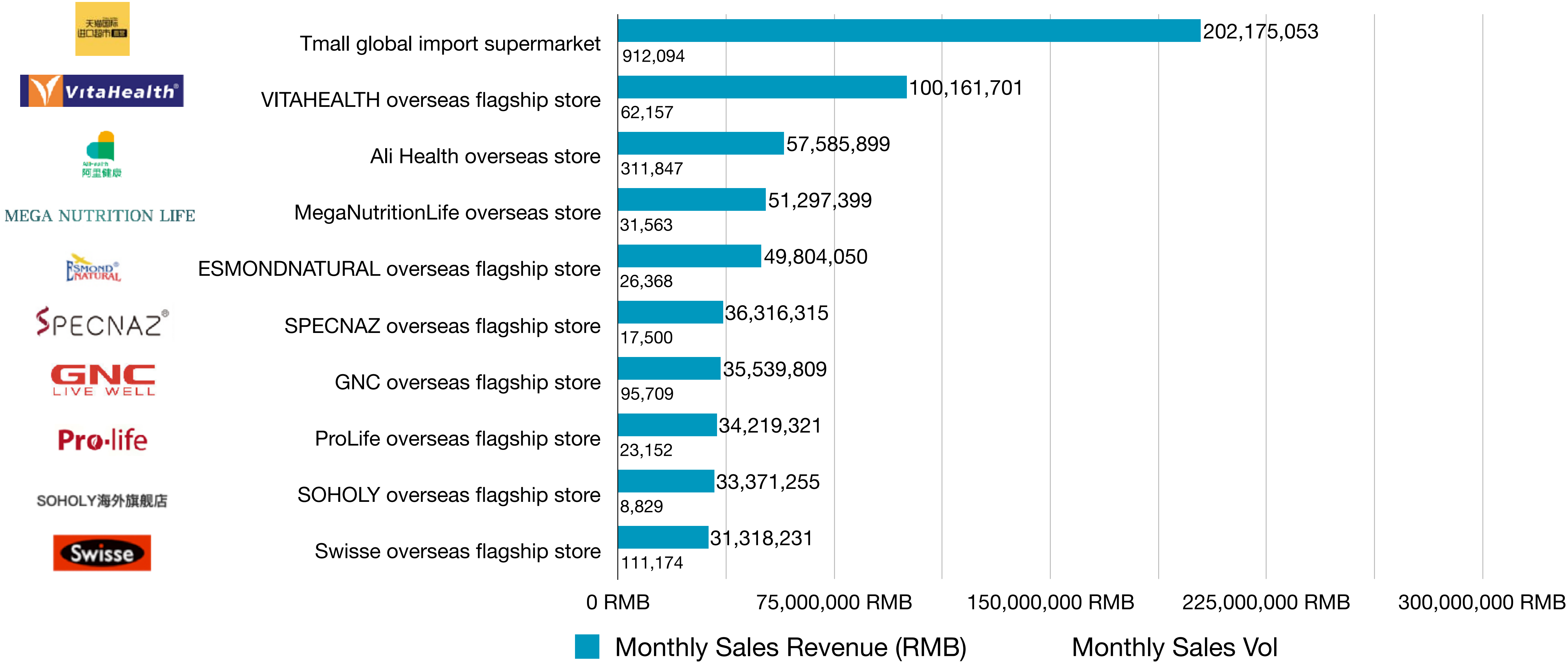
## Monthly Sales Revenue (RMB) by Country of Origin



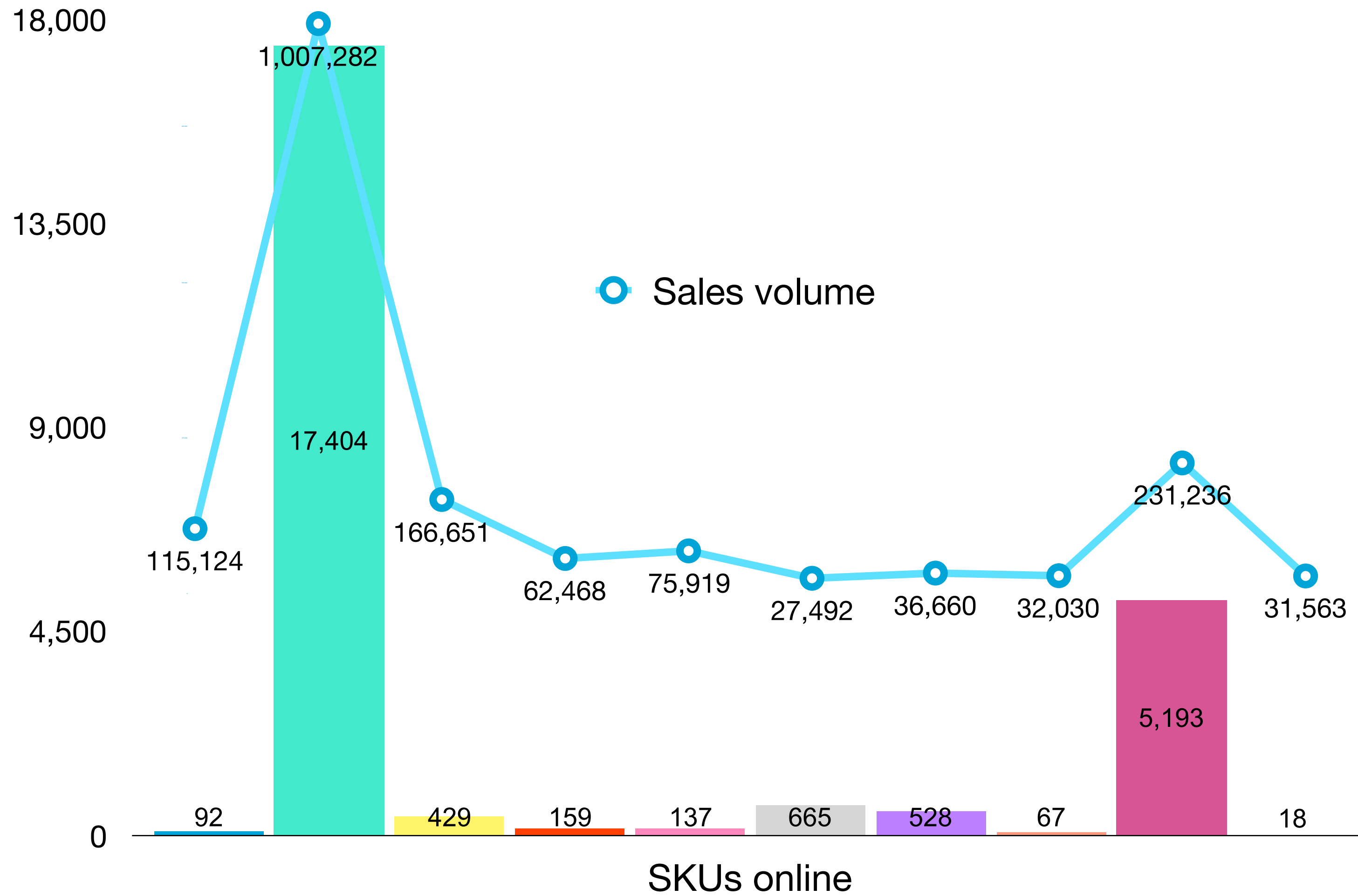
## Monthly Sales Revenue (RMB) by Product Form



# TOP 10 CROSS-BORDER STORES



# TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Funrich	209,316,104	USA
	Swisse	205,213,130	Australia
	Reaps	157,424,885	USA
	VitaHealth	100,302,189	Australia
	BOOMHUE	97,727,520	USA
	WDCYH	89,705,045	USA
	Esmond	82,685,249	USA
	TimesGate	71,722,844	China
	BLACKMORES	53,861,417	Australia
	Mega Nutrition Life	51,297,398	USA

# TOP BRANDS PRICE DISTRIBUTION

	0~200 RMB	200~400 RMB	400~600 RMB	600~800 RMB	>800 RMB
Funrich	0.00%	0.04%	0.05%	0.00%	99.91%
Swisse	40.83%	43.20%	9.84%	3.94%	2.19%
Reaps	0.03%	0.80%	17.27%	23.43%	58.47%
VitaHealth	0.01%	0.09%	0.08%	0.03%	99.78%
BOOMHUE	0.00%	1.73%	0.05%	1.60%	96.63%
WDCYH	0.00%	0.57%	0.18%	0.06%	99.20%
Esmond	0.01%	0.44%	0.15%	2.42%	96.98%
TimesGate	0.02%	0.52%	0.00%	0.11%	99.35%
Blackmores	34.84%	41.34%	12.91%	2.81%	8.10%
Mega Nutrition Life	0.00%	2.67%	0.00%	0.00%	97.33%

# PREMIUM VERSION CONTENT

# CATEGORY DETAILS

### BEAUTY AND NUTRITION SUPPLEMENTS

2022.12

Sales revenue: 570,317,068 RMB    Sales volume: 804,706    Stores: 4,844  
 SKUs online: 29,449    SKU Avg. price: 718.67 RMB

This category includes products in the following sub-categories:

- Beauty Supplements
- Collagen
- Iron
- Grape Seed Extract
- Astaxanthin
- Vitamin E/Wheat Germ Oil

Proportion of Monthly Sales Revenue (RMB)

Sub-category	Proportion (%)
Beauty Supplements	74.7%
Collagen	16.5%
Iron	3.2%
Grape Seed Extract	3.0%
Astaxanthin	2.0%
Vitamin E/Wheat Germ Oil	0.5%

Best-selling products

Product Name	ORIGINAL PRICE (RMB)	PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
子晴庄	1,004	1,004.48	20,762	20,855,221
美国进口海狗素胶	14,203	14,202.83	989	14,046,599
美国进口海狗素胶	9,363	9,362.63	1,379	12,811,067
Enlung	2,363	2,362.87	5,057	11,949,034
Faihapu	15,718	15,718.44	743	11,678,601

Sales revenue (RMB)

Price Range (RMB)	Sales Revenue (RMB)
5000~7000	1547,247
7000~8000	2,424,830
8000~9000	1,862,045
9000~10000	38,266,614
10000~13000	25,935,811
13000~16000	73,116,503
>16000	9,412,366

- Market data of each Category:
- Brand, SKU and Shop overview
  - Sales volume and Sales revenue
  - Sub-category structure and Sales proportion
  - Price range
  - Top 5 best selling products

**DOWNLOAD PREMIUM VERSION !**

Do you want to know more about the content above? Click the button above to download the premium version !!

# Data upgrade notification:

In order to bring better content to readers, starting from the monthly Datapack in March 2022, TMO has optimized and adjusted the data collection methods used in the report. You will see that while the overall market structure remains unchanged, the sales data have increased to varying degrees compared with previous data packs. This is due to the **higher frequency and larger volume of data collection**, which effectively improves the aggregated results for the following fields:

- **Stores**: Data of more stores has been collected, including new and removed stores within a month.
- **Online SKUs**: Data of more SKUs has been collected, including new products and products removed from the shelves within a month.
- **Sales Volume**: Due to the collection of more SKU information (including products on and off the shelves within a month), the monthly sales volume data has increased significantly.
- **Sales Revenue**: Due to the increase in the number of SKUs and sales volumes, the data of monthly sales revenue has increased significantly; thanks to the higher frequency of collection, the price fluctuations during various promotional activities are fully considered (the price that can be reflected on the product page), which makes the sales revenue more accurate.

## \*Explanation of data deviations:

Although we have used the optimized collection method, there will still be some data deviations:

- Accuracy of sales volume: Since the collection is affected by the rapid removal of some products, the sales volume can still be slightly lower than the actual situation.
- Accuracy of sales revenue: The prices collected by multiple products may not reflect the actual average transaction price of the products; information such as platform discounts and store coupons cannot be collected on the public product page.

The overall data accuracy is 90%, and some brands may have large deviations. Please be cautious when using the data.



# ABOUT TMO GROUP

TMO (Technology for Mobile and Online) Group is an eCommerce service provider with offices in Shanghai, Hong Kong, and Amsterdam servicing medium & large enterprises with cutting-edge solutions for eCommerce, O2O, Mobile, and Cloud value-added services.

We strongly advocate the adoption of cutting-edge technologies and business models including the Internet of Things (IoT) and O2O integration, working closely with our clients on providing software solutions as well as strategizing hardware solutions. We guide our clients from initial business requirements, planning, design, and the development stage to long-term managed services empowered by marketing & cloud applications.

Leveraging our experience in eBusiness models on Web and Mobile Solutions, we have serviced foreign and asian B2B as well as B2C companies with innovative eCommerce business solutions in Asia, Europe, and the U.S., engaging in long-term partnerships and growing our clients' business.

**To keep up with the latest Chinese eCommerce and Health Supplements information and insights, email us at [info@tmogroup.asia](mailto:info@tmogroup.asia) to subscribe, click to follow us on social media, or scan the QR to follow our WeChat account:**



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## ***In Association with Health Products Association – China (HPA-China)***

*HPA is a U.S. non-profit 501(c6) association dedicated to the overall natural health products industry including dietary supplements, organic foods, natural cosmetics, sports nutrition and traditional herbal products. The association's primary focus is the continued development of China's dietary supplement and overall natural health product industry.*